

# Public Affairs Communicator

The Journal for Navy public affairs professionals

## ADMIRALS' CORNER

Dear Team Public Affairs;

As I reflect on my first year as Chief of Information, I can't help feeling overwhelmingly proud as leader of such a professional team. There's no doubt we are continually shifting into a higher gear and leading the pack in military public affairs.

Every time I talk to new commanding officers; civic groups; government and military leaders; or other public affairs professionals, I continually preach access, access, and access. I truly believe the key to our success is how we open our doors to the media. A perfect example is the current crisis in the Mediterranean theater. CAPT Steve Honda and his staff at Naval Forces Europe; CAPT Tim Taylor and his staff at European Command; the 6th Fleet Public Affairs staff, and the numerous PAOs, journalists and photographers that came to bat in support of Operation *Allied Force*, have done a first-rate job of getting the Navy a tremendous amount of worldwide media coverage.

### Providing Access

Through aggressive marketing and access, the Navy-Marine Corps story continues to appear on national and international TV broadcasts, as well as in major newspapers and magazines. AP, Reuters, AFP, Knight Ridder, TV networks and numerous other media outlets have all praised the

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## From The Fleet

by RADM Tom Jurkowsky

A few months ago, I made a trip to Norfolk to meet with area PAOs, journalists and photographers and to tour some of the public affairs facilities. I was very impressed with the public affairs officers I visited and the professionalism and enthusiasm of our team down there. Some of the questions and answers that came up during the visit are included in this issue.

***Will there be an increase in the number of enlisted personnel being selected for OCS, and is it possible to have warrant officers in our field?***

We anticipate the number of OCS accessions into the 165X community will remain constant at about two per year in the out years, attributable in large part to the fact that the community has become more "junior" than its billet base during the past five years.

This is primarily due to the year group cap imposed by the Surface Warfare community, our primary source of new accessions, which has dramatically limited the number of O-3-level officers we could access. Because of this, we have increased the number of accessions via OCS and attritions from warfare training pipelines.

The 165X community presently has eight O-1s and 13 O-2s in its ranks, but only four valid O-1/O-2 billets to which we can assign them. Consequently, the result is the assignment of O-1s and O-2s to O-3 and O-4 billets in the fleet. While this is not a bad practice, as OCS accessions often come to us with signifi-

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cooperation and professionalism they have received from the Navy Public Affairs/Photo Team. Additionally, the still and video photographers in theater and from the Combat Camera units have contributed tremendously to our success. I encourage all of you to take advantage of this great resource and include them in your strategic media planning.

As I mentioned in a recent Team PAO e-mail, I recently had the honor of attending the annual White House Correspondents' Dinner here in Washington. During the evening, I sat with the AP Washington Bureau Chief, Sandy Johnson, and AP's New York Managing Editor, Jonathan Wolman.

At one point in our conversation, Ms. Johnson asked me how I felt the Navy's role in the current Balkans situation was being covered. I told her that I really couldn't be more pleased with the extremely balanced coverage we were receiving. I indicated that our European/6th Fleet team was doing an extraordinary job — and that included both our PAOs and those on the operational side of the house. I pointed out that the key to our success was providing access to the media.

Ironically, when Ms. Johnson opened her e-mail the following day, she had a note from the AP's news editor in Rome. This is what he wrote: "On the issue of access, we have had terrific cooperation from the U.S. Navy, which has put us aboard warships and patrol planes with opportunities for interviews with people of all ranks."

Needless to say, I couldn't have been prouder to read Sandy's note to me along with the excerpt from the news editor in Rome. And the note provides me another opportunity to say what a great job our European public affairs team has done to tell the Navy story. The permanent staff, supported by a great group of PAOs, journalists and photographers as augmentees, have all raised the excellence bar. Of course, this access and resultant coverage could not have happened without the direction and support of ADM Jim Ellis (CINCUSNAVEUR) and VADM Dan Murphy (COMSIXTHFLT). Access has to start at the top, and together the Navy has demonstrated what that access can do. Our PAOs have taken advantage of the opportunities provided and have made things happen. Their execution has been superb.

#### **"Today" on TR**

I hope you all had the chance to see NBC's "Today Show" that ran on May 12, 1999. Their live broadcast from USS *Theodore Roosevelt* (CVN 71) was nothing short of spectacular.

The ship's crew did an outstanding job in hosting Matt Lauer and the "Today Show" crew. The two hours of positive, real-world coverage in front of 11 million "Today Show" viewers couldn't be matched by even the most expensive

advertising campaign. To say this was an unprecedented endeavor is an understatement and does not reflect the magnitude of the undertaking. The fact that TR accomplished this in the midst of high-tempo crisis operations makes it truly an historic event.

When I first started talking to NBC producers months ago, I knew how difficult this project would be. But I also knew the rewards — and we pressed forward. Now that we have seen the results, the rewards far exceeded my expectations.

The phone calls and e-mails we received reflect the overwhelming pride felt after seeing the superb quality and high morale of our Navy men and women in action. We made the "impossible possible" — and took the incredible Navy story to millions. It could not have succeeded without the TR crew and a first-rate public affairs team.

Two days later we had another great piece air across the nation. Diane Sawyer and Charles Gibson hosted the "Good Morning America" show live from the Naval Aviation Museum in Pensacola, Fla. The show also featured several pre-taped pieces on aircrew and water survival training, as well as some fantastic footage of Diane Sawyer's flight with the Blue Angels. My hat is off to all the folks that made this show a success also. There has been a tremendous amount of positive feedback about both shows by the Navy leadership here and in the fleet.

#### **Award Winners**

I want to acknowledge the superb efforts put forth in the annual contests held by DOD and the Navy. The journalists, photographers, PAOs and Navy civilians did phenomenally well in the Thomas Jefferson competition, the 1998 Military Photographer of the Year competition and the CHINFO Merit Awards. Each of the winners should feel extremely proud of their accomplishments. I encourage everyone on the PA team to participate in these com-

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**During a "Today Show" live broadcast from USS *Theodore Roosevelt*, host Matt Lauer interviews Airman Laura Neal. Photo by PH3 Shawn M. Boyer**

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petitions. A list of all the sea service winners can be found in this issue of *PA Communicator*.

#### **The State of DINFOS**

I recently visited the Defense Information School (DINFOS) at Fort Meade, Md. I have to say I was overwhelmed by the state of the art equipment and teaching facilities at the schoolhouse. I was also impressed with the professionalism and pride of the instructors.

While meeting with the students, I told them they had an extraordinary opportunity and they should appreciate the great instructors and first-rate equipment available to them. I also explained that many colleges and universities do not possess the resources that are available at DINFOS. I encourage you to utilize the advanced training resources at DINFOS.

If any of you visit the Washington area, I would encourage you to visit DINFOS to see the facility and its resources, meet the instructors and speak with the students. I think you will be similarly impressed.

In closing I want to again congratulate the new PAO flag select, CAPT Craig Quigley. He will serve as Deputy Assistant for the Secretary of Defense Public Affairs beginning in July. I also want to congratulate our new Commander Selects, LCDRs Alderson, Brenton, Graybeal, Hill, Moynihan, Newell, Pittman and Ross.

Thank you again to the entire Public Affairs/Photo Team for staying engaged in all aspects of public affairs. I am continually impressed with the abundance of new public affairs initiatives and dedication I see in our community. You have helped make my first year as Chief of Information very rewarding.

*Tom Jurkowsky*  
Rear Admiral, U.S. Navy  
CHINFO

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cant public affairs experience, it is difficult to expect fleet commanders to accept an O-2 PAO when they have budgeted and paid for one at the O-4 level. However, should the SWO year group caps again become a limiting factor in our accession plan, a corresponding increase in OCS accessions would be the preferred course of action.

The Navy's Warrant Officer and LDO programs have been established to provide the fleet with a cadre of officers who are technical experts and specialists in their respective fields. Because of the specialized nature of public affairs, PAOs are by definition technical experts and specialists in that field. Thus, the need for a Warrant Officer/LDO program in the public affairs community is not viewed as necessary at this time.

#### **Commands are not willing to send JOs to advanced training due to budget shortfalls. Can CHINFO devote money for advanced training to fleet JOs?**

CHINFO does not have the budget to send fleet Sailors to advanced training. However, we will encourage commands to devote more money to JO training.

#### **E-3s and E-4s commented on how they had a lot of down time at DINFOS and thought they should have learned more practical fleet journalism subjects. They didn't feel very prepared when they got to the fleet. They thought they needed more shipboard journalism type training and less on Site TV.**

Every available training hour during the Basic Journalism Course is used for instruction. Occasionally field trips are planned for Navy-specific subjects just for Sailors to enhance their learning experience. These trips have included Naval Media Center, the Navy Yard and the Newseum.

During the Basic Broadcast Course, Sailors are not required to retake the journalism portion. During these hours they receive additional Navy-unique training, and they have the opportunity to get additional training on TV and radio. No student is ever underemployed while at DINFOS. If more training hours were available, we could get more specific Navy fleet training accomplished. But those hours do not exist in this rigorous six-month joint service curriculum.

Because this is a joint school, most of the training in the courses is not designed specifically for Navy, but we have more than 30 dedicated fleet returnee instructors who provide the Navy perspective.

#### **While onboard USS Mount Whitney (LCC 20), the ship was testing the Boeing Planer Antenna used by the airline industry and is capable of receiving 116 channels and very small compared to DTS systems that are being installed. The question is, why do we install DTS with only two AFRTS channel capability when there are smaller, more effective and easier to install systems on the market that provide much better service and at a lower price? I was told the Air Force is already using it in the Mobile JFAC units.**

The Boeing antenna system is designed to receive the signals from Direct Broadcast Satellites such as those used for Direct TV. As such, the antenna

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# In Zone with the Detailers: The birth of a set of orders

by CDR Curry Graham and LCDR John Wallach

As detailers, one of the most frequently asked questions we get is, "When can I expect to see my orders?" Rarely can we give a concrete answer, and this understandably frustrates some officers who are trying to plan their lives around an upcoming move.

Our goal is to issue all orders six months in advance of your transfer date. This is often difficult to attain due to a number of variables, the most challenging of which is making sure each officer who moves is going to a job that meets the professional and personal needs of the officer and the needs of the Navy. We hope the following article will shed some light on some of the realities we face when producing a set of orders.

## The Daisy Chain

In a community of only 186 officers, one PAO's move typically affects half a dozen other moves. We often refer to this series of linked moves as a "Daisy Chain." To illustrate this concept, a greatly simplified example follows:

Officer X is transferring in July to relieve Officer Y. Officer W, who is Officer X's relief, will need to detach in June to report in July to provide for an adequate turnover. Similarly, Officer Y will need to detach in August to relieve Officer Z in September, who goes on to another job in October, and so on. Some Daisy Chains can be as long as 10 officers before an end is reached (e.g., the last officer relieved is retiring or the billet is being deleted).

Daisy Chains are fragile things, and it doesn't take much to break or alter them. Flag officer by-name calls, schools en route, selection board results and personal considerations

can all throw a series of planned moves into disarray. Many times, it is simply not possible to have all the kinks worked out of a Daisy Chain at the six-month point.

## The Order-Writing Process

Once the Daisy Chain is straight and strong, the process of writing the orders can begin. The most common

misconception is that detailers simply sit down at their computers, click the MTF editor icon and begin writing the orders message. Orders are actually produced using a database program called the Officer Assignment Information System (OAIS).

OAIS combines a comprehensive officer information database with an interlaced system of checks and balances to ensure that each set of orders written makes the best use of personnel and financial resources. The flow chart below graphically illustrates the order production process. LT Smith, who is transferring from Naval Station Mayport to USS *Kitty Hawk* (CV 63) in July 1999, will be our subject as we walk through the chart.

Before beginning, it's important to differentiate between detailers and placement officers. The Navy Personnel Command has two types of distribution officers:

detailers, who represent the interests of a group of officers; and placement officers, who represent the interests of a group of commands. While the detailer strives to meet the needs of his or her constituent officers, the placement officer works with the personnel officers of his constituent commands to ensure the command is manned as it should be.



*Detailer, continued on page 5*

### **Officer Availability**

Having a caring and sensitive detailer committed to customer service as we all are, LT Smith is delighted with his proposed orders. Now that orders have been negotiated with LT Smith, the detailer will first check OAIS to ensure LT Smith is available for orders. OAIS automatically calculates LT Smith's "AVAIL" dated based on the date reported and prescribed tour length. In this case, since LT Smith reported to NavSta Mayport, Fla., in November 1996 for a 36-month tour, he would have an AVAIL date (be available for orders) of November 1999.

NavSta Mayport's placement officer, who is responsible for adequate manning of the command, is the only one who can change LT Smith's AVAIL date. So the first step in the order-writing process is for the detailer to work with the placement officer to ensure the proper avail date. Usually, a placement officer will not make an officer at one of his commands available for orders until the detailer has identified a contact relief.

### **The Proposal**

Once the placement officer makes LT Smith available for orders, the detailer can "PROP" or propose him into the system. Essentially, the only data the detailer enters are LT Smith's Social Security Number, USS *Kitty Hawk*'s unit identification code, the date of detachment and the date of arrival. OAIS calculates a chop chain for the orders and automatically routes the proposal to the appropriate codes. OAIS also adds pre-formatted text blocks based on the unit identification codes of the detaching command, gaining command and any intermediate stops. For example, since USS *Kitty Hawk* is forward deployed to Japan, OAIS would automatically insert appropriate instructions for overseas screening procedures, passport requirements, vehicle shipment and a variety of other instructions.

### **Waivers**

Since the detailer wants to move LT Smith in July 1999, four months shy of his projected rotation date and in a different fiscal year, OAIS automatically creates a waiver chop chain. This is the system of checks and balances at work, ensuring that detailers do not use their allocated Permanent Change of Station funds foolishly (we would never do that). In LT Smith's case, he needs a time on station (TOS) waiver, because he has not been in the same geographic location for a full three years. There are also overseas duty (OVS) waivers and minimum activity tour (MAT) waivers to ensure officers stay at their assigned commands for a prescribed length of time.

### **Gaining Placement**

Once LT Smith's proposal clears waivers, it is routed to the gaining placement officer. In some instances, if the officer holds a subspecialty or joint qualification, the proposal will be routed to the subspecialty code or joint duty manager for a courtesy chop prior to gaining placement. The gaining placement officer will coordinate with USS *Kitty Hawk* to ensure LT Smith is acceptable. In most cases, the placement officer prepares a nomination package on the officer and sends it to the command. In this case, USS *Kitty Hawk* likes the looks of LT Smith, and they accept the proposal. If LT Smith was deemed not acceptable (only on rare occasions), the proposal would be canceled, and we would return to square one of the flow chart.

### **Training Tracks**

The gaining placement officer, being familiar with the requirements of USS *Kitty Hawk*, will also build a training track (TRAK) into LT Smith's orders. In this case, he creates two intermediate stops en route to the ship: a week-long stop at Fleet Training Center Mayport for firefighting and CBR school, followed by a two-week leadership continuum school in Coronado, Calif.

### **Losing Placement**

After gaining placement takes its chop, LT Smith's proposal is routed to losing placement, in this case, the placement officer for NavSta Mayport. The Mayport placement officer will ensure the detailer has proposed a qualified relief for LT Smith and the relief will arrive at Mayport in time to provide for adequate turnover.

### **Original Detailer**

Once losing placement is satisfied that LT Smith will be relieved on time, the orders proposal is routed back to the original detailer for a final check. The detailer gives the proposal one last sanity check and sends it on to costing, where the accounting data is put in. From there, the proposal is routed to the orders production module, where it is converted into a standard Navy message and released.

This entire process, from proposal to final orders production, can take anywhere from two days to two months. It could take two weeks alone for a proposal to clear waivers. It could sit with gaining placement for two more weeks while the command thinks about the nomination. It could sit with losing placement for another week if the detailer has problems lining up a qualified relief.

But, all this aside, our goal is still to get you orders at the six-month point. If for some reason we don't, we hope this helps you understand the process a little more clearly.

*Graham is the PAO detailer and Wallach is the assistant detailer.*

# JIB planning and execution: lessons learned from *Kernel Blitz '99*

by LCDR Jack Hanzlik

*As we all know, a joint information bureau (JIB) performs a marketing function for the military during exercises and special events, and a public affairs officer's activities encompass interactions between the community, DoD and the media both internal and external.*

*Prior to, and during an event, the public's perception of an exercise or special event is developed through the media and direct contact with the community, via briefings to various civic organizations or professional associations. This perception is also shaped by the nature of an exercise, current world politics and the historical relationship between the community and the military. These influences ultimately determine the amount of emphasis the PAO and JIB have to place on performing the following functions:*

- Community relations (ComRel)*
- Media relations and marketing*
- Event management.*

*This review is not intended to cover all areas of JIB management, but rather to focus on lessons learned in the last two areas — media marketing and event management — during Exercise Kernel Blitz '99.*

## Staffing

The staffing of your JIB will be driven by the size of the exercise or special event, number of qualified personnel available and budgetary constraints. The JIB and joint visitor's bureau (JVB) are generally both staffed by public affairs personnel, and while the two have different customers, a lot of the activities coincide. For this reason I strongly advise co-locating the JIB and JVB when possible; doing so may resolve shortages in personnel and equipment, and help coordinate and deconflict media and VIP movement. You will need to assign personnel to the following positions at a minimum:

- OIC
- Media call-out officers/chiefs — to sell the events to the media
- Media escort officers/chiefs — to coordinate the logistical movement of and escort media
- Phone bank personnel — to respond to general questions and noise complaints
- Records personnel — to capture all video and newspaper articles, forward them to other appropriate parties and maintain a recall roster
- Duty drivers.

The performance of your JIB staff will depend upon how much advance work you put into training, developing the media events and coordinating the logistics of the media movement.

Allow adequate time to in-process and train JIB personnel; two days should be sufficient. You will need to assign the task of training the incoming JIB staff to a member of the advanced party who has been involved in all the issues of establishing the JIB. Have the JIB personnel read and become familiar with the material you provide to the media; they must be able to answer questions about the scope of the exercise, schedule of events and the technology being employed. It is also critical to get all JIB escorts and duty drivers trained on the logistical movement of the media throughout an event; do a dry run of each event from start to finish.

At the beginning of each day, plan on having a short staff meeting to discuss everyone's responsibilities for the day and ensure people know how to communicate with one another. Maintain an accurate recall roster. Cell phones are an absolute necessity, and those with radiophone features offer greater range, clarity and afford significant cost savings since you don't get charged for radio usage.

## Media Relations

Some events naturally attract media; other times you will have to actively sell the media on attending the exercise. In either case, be prepared to fax a schedule of events to the media and make follow-up calls. Media generally do not respond very quickly to e-mail, a fax will make it to the assignment desk far more quickly.

You need to develop media packets in advance that include prepared questions and answers, previously written articles, website addresses, pictures and background video footage (B-roll). Be careful what you release, most news stations have copyright privileges on their video productions.

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You are better off using combat camera footage if it is available.

At the end of each day, e-mail or fax all interested offices an update of media coverage to date and planned media attendance for upcoming events.

Building your media schedule of events (MESL) during your planning conferences is one of the most important investments you can make. One great resource for developing media programs can be the exercise project managers. These officers will know their "MESL injects" and be able to help you create a marketable theme for their phase of the exercise. You will have to interview these managers and probe for information, such as, "What will the media see if they attend this event?"

By engaging them in this process, you may find them interested in creating their media presentation. The JIB will always be responsible for creating the opportunity and marketing it to the media. The project lead will be responsible for presenting their program and responding to media questions and answers. Secure a copy of the latest MESL list; this will generate some additional ideas for media opportunities, as well as providing event timelines, participants and locations.

Critical to the success of a presentation is the ability of the speaker to discuss the military exercise and the technology or tactics being employed in a way that is understood by civilians. Briefs must be purged of all acronyms. The speaker should also be able to relate the subject, the personnel and the squadron or units involved to current events. Do a dry run with your briefer, help them build a timeline and prepare responses to the questions they may face.

During tours, JIB personnel become valuable POCs for reporters, because they can act as a liaison between operators and the media and arrange for interviews; they can provide amplifying information when presentations move too quickly; and they know the logistics of the evolution. For these reasons, when possible, have a JIB officer or chief escort media all the way through an event, especially when sending them to a ship or remote site.

If you are sending media to another facility, ensure you coordinate all your events with the hosting PAO, project manager and security officers when appropriate. Confirm the access the media will have; certain limitations will impact the quality of their story and their level of interest. It's very important to inform the media of this during your callouts. Be honest and don't try to sell them on an opportunity that doesn't offer the depth they're looking for. But, you shouldn't discount a good event just because of some tough restrictions.

Sometimes, even under difficult restrictions, there are

creative ways of fulfilling their goal. For example, you may be able to provide adequate unclassified imagery that mimics their desired shot.

## **Logistics**

If your events require aircraft or boat support to get the media to ships or remote sites, or if the aircraft or ship is part of the story, make your requirements known during the planning conferences. Establish contact with the approving authority, usually the operations officer, and the PAO of that squadron or ship, and try to get your plan approved at the earliest possible date. Ensure you collect phone numbers (landline, cell, POTS, pager) and e-mail addresses (afloat and ashore) for each unit that may authorize or logistically support your event. Communications during exercises are always difficult, especially with deployed units. The more POCs you have, the greater your chances of successfully communicating when changes begin to occur.

When your event involves transporting personnel to the ship by air, it is advisable to secure a copy of the communications plan. This classified document provides the land and launch frequencies and tactical air navigation (TACAN) stations that are critical to flight safety. The supporting squadron should have all the necessary information, but your ability to speak to the ship or provide NAVAID information may prove to be invaluable.

In the course of requesting air support you must generally submit your air traffic office (ATO) requests through the squadron 72 hours in advance. The Navy does not require any special waiver for civilians to fly in naval aircraft; the only requirement is that they be manifested on that flight.

The Marines generally require a 48-hour advance message to Marine Corps headquarters requesting the authorization of the proposed civilians to fly on Marine aircraft. This policy makes it very difficult to coordinate with the media, because assignment editors generally won't commit a team to an event any earlier than 24 hours in advance; they may also send a different media crew. Because of this challenge, Marines will usually apply for a waiver and manifest the civilians as they board the flight.

Civilians cannot fly over water prior to or after sunset in either Navy or Marine aircraft. One additional flight safety note for over-water operations: confirm with the aircrew any requirements for wearing exposure suits given water temperature and flight time/distance from ship to shore.

Finally, remember the goal of the JIB is to market the positive aspects of the military, to provide a consistent and accurate message from a centralized source and to do so as safely as possible.

*Hanzlik is a Naval Reservist assigned to Commander, U.S. 3rd Fleet.*

# Carrier embarks: on the receiving end

by LT Joe Navratil

Navy public affairs officers often have vastly different jobs from each other, but we all share a common desire to get the “right” people out to the pointy end of the spear - the underway aircraft carrier. Even after two years aboard USS George Washington (CVN 73), I still get a jolt of excitement whenever I watch flight operations from Vulture’s Row (or more likely from the flight deck monitor through my SITE-TV system while typing 5050s on the computer in my office). While there are many people working the invitation end of the embark process, the 12 carrier PAOs strive to ensure that each and every visit is memorable for all of the right reasons. Let me walk you through the process and the people involved in a typical distinguished visitor (DV) embark aboard an aircraft carrier.

Onboard relationships are the key to success. No ship will have a solid DV program without support from the top: the battle group (BG) commander (when embarked), the commanding officer and executive officer all must understand the importance of educating distinguished visitors about the carrier and the Navy. But perhaps more importantly, the folks in the middle of the ship’s chain of command must understand the importance of the program, because they are the ones carrier PAOs coordinate with for the details of each visit. At the top of the list are the strike operations officer, air transfer officer (ATO) and wardroom (S-5) officer. Strike arranges COD transportation to best meet DVs’ schedules (yes, we try to meet their schedules as best we can while not altering scheduled flight ops). The ATO ensures DVs are on the right COD manifest and S-5 ensures the beds, heads and “feds” (food) leave a favorable impression.

Then there is the escort officer. The PAO generally does not escort the groups, because there are many other things to facilitate for both that day and the next day’s group. So the larger departments, many of which already have watchstanding requirements, provide the escorts. On “GW,” we use only officer escorts for DVs. Truth be told, not everyone shares a PAO’s enthusiasm for DVs, so building relationships with these folks is probably the biggest aspect of a successful program.

For our example, let’s assume the COD is scheduled for arrival at 1 p.m. on Day 1 and for departure at 3 p.m. on Day 2. The DVs are CEOs from various successful companies in the United States. Twelve guests are coming out while the ship is off the coast doing Fleet Carrier Qualifications (FCQs) with Fleet Reserve squadron aviators. GW PAO “owns” six two-person staterooms; we usually limit the total number for an overnight to 12. But don’t worry, S-5 cleans



them and gets the baggage to the rooms — thanks to building that relationship with the wardroom officer.

AIRLANT/AIRPAC/C6F/C5F will let you know who’s coming a few days ahead of time, so you brief the flag, CO, XO on them (faxed or e-mailed bios are helpful!). GW gives each visitor an “Honorary Crewmember” nametag which serves as a nice memento for them and helps you identify who they are, but you need to get the correctly spelled names down to the repair office (engravers) at least 24 hours ahead of time.

The 5050 notice, which details responsibilities and the schedule of events for the visit should be out 24 hours before the embark, but you can’t write that until you get the flight plan (from strike ops) and that sometimes gets out late depending on the mission for the next day. Because maximum exposure to flight ops is the driving factor for developing the tour route, you must wait on that, but don’t wait on informing ATO and S5 on who’s coming or the department responsible for providing the escort. You can provide that information days ahead of time in most cases.

After getting the flight windows, form an itinerary around them. You’ll want the escort to show the guests the bridge, primary flight control and metro (weather guys) during the time they are up in the superstructure watching flight ops from vulture’s row and the flag bridge. Individual photos with the CO on the bridge are the cornerstone of the 12-page photo book we present to the guests at their outbrief. The captain personally signs them to each DV.

If possible, you’ll also want to get the DVs out to the flight deck for launches and the landing signal officer (LSO) platform for recoveries. This, of course, depends upon how comfortable the safety officer and air wing LSOs are with having guests out there. Another great place to watch launches is from the “bubble” where the air department “shooters” often launch the aircraft.

The rest of the itinerary will be filled with equally important spaces, like flight deck control, combat direction cen-

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ter (CDC), air ops, air traffic control (CAATC), a ready room to talk with aviators, an arresting gear room to see what happens below decks during a "trap," the jet shop, the hangar deck, environmental rooms (incinerator, pulper, HazMat locker, etc.), fo'c'sle, medical, dental, the chapel and quality-of-life areas like the library, gym and recreation rooms. If possible, try to find time for the DVs to walk the flight deck between cycles.

And remember, all of the events must be coordinated with the individual departments, to limit the disruption to their routine. Like press releases, just sending out a 5050 doesn't ensure it gets to the right people. It's best to send a personal e-mail or, in the case of the "handler" in flight deck control (who may not look at a computer for days at a time), talk to them personally.

Once you've formed an itinerary, take several looks at it to deconflict events (like GQ, fire drills or CDC exercises where the space can't be sanitized for visitors) before you take it to the XO for signature. And don't forget to schedule the CO's greeting and farewell to the group with the ship's secretary.

Once the guests are onboard, we inbrief them in the captain's inport cabin (unless the BG commander wants to host them in his flag mess), pass out nametags and room keys, have some water, tea and cookies and take a head break. Head breaks are required often, so ensure the escort officer is familiar with head location along the tour route.

The captain normally provides an overview of the ship and aircraft carrier missions, then turns it over to me for details like cameras, safety and any special requests. From there, the group is paired up with their escort and off they go. I try to schedule all flight ops viewing and operational spaces on Day 1 and the below decks and QOL things on Day 2. DVs eat with the XO and department heads for dinner, with the wardroom for breakfast and on the mess decks for lunch. Before you know it, it's time to outbrief and get ready for the next group.

Important note: Sometimes the next day's group will arrive on the COD that the offgoing group is using for their transportation off the ship. It's an easy fix: Have the XO (or flag) meet the new group in the flag mess while the captain farewells the other group before joining the new guests. Then the cycle repeats itself.

It's important to think out even the smallest details inside your head while painting broad strokes with the crew on the importance of having DVs out. After a few visits, it becomes pretty easy. I have a group onboard now as I write this. The ship is at GQ and the DVs are enjoying themselves watching night flight ops from the flag bridge. I am working changes to the next group's itinerary after having already given the draft 5050 to the XO. But I'm tuned in to flight deck TV and feel the shake of the launches and recoveries, so all is well.



**Congressman Jim Greenwood toured USS George Washington's (CVN 73) bridge and received a brief on flight deck operations from the ship's commanding officer, Capt. Lindell G. Rutherford.**



*Navratil is the PAO aboard USS George Washington (CVN 73)  
Photos by PHAN Sheila Miller*



**Congressman Greenwood discusses several topics on the enlisted messdecks while eating lunch with GW Sailors from his home state of Pennsylvania.**

**During Congressman Greenwood's visit, he spent much of his time on Vulture's Row watching planes take-off and land on the ship's flight deck**

# Internet marketing can help you reach specialized audiences

by LT Charlie Brown

If your public affairs shop produces press releases or news stories of interest to Navy families or veterans, the Internet puts you just a few keystrokes away from a number of outlets for these products.

Many Web sites dedicated to serving virtual communities of military families, spouses, veterans, and other groups have sprung up recently. As any webmaster will tell you, finding fresh, quality content always presents a challenge for sites.

You can help site managers meet this challenge by simply providing content you have already worked to develop. By e-mailing releases directly to the editors of these military-related sites, public affairs specialists can get a lot more “bounce” out of each product while telling the Navy story to targeted audiences.

Are you marketing a story about a quality-of-life program at your command, or command recognition of an ombudsman’s service? You might send a release to your base newspaper, local external media outlets, *Navy Wire Service* (pubs@mediacen.navy.mil) and maybe even the Navy’s own new “Lifelines” Web site, but you don’t have to stop there.

Military SpouseNet ([www.spousenet.com](http://www.spousenet.com)) and Military Spouse Support Network ([members.aol.com/widowclub/index.html](http://members.aol.com/widowclub/index.html)) are two sites that include news, advice, links,

message boards and more for spouses of any branch of service. They are both high-quality sites that attract a substantial number of visitors. SpouseNet, for example, averages 700 visitors and 18,000 page requests per day. Though these sites are not service-specific, a quick glance at the message boards shows that a significant number of Navy spouses regularly check there. There is also a club specifically for Navy wives hosted by Yahoo ([clubs.yahoo.com/clubs/navywives](http://clubs.yahoo.com/clubs/navywives)).

Some sites focus on even narrower audiences. The Submarine Wives Club site ([www.submarinewivesclub.org](http://www.submarinewivesclub.org)) and USS *Kitty Hawk*’s family member site ([members.aol.com/aidanmomy/kittyhawkmain/cv-63.htm](http://members.aol.com/aidanmomy/kittyhawkmain/cv-63.htm)) are two examples of sites whose audiences focus on a specific community or command. By using a search engine like Yahoo or Infoseek, you might find a site that focuses on your command’s area of interest.

All of the sites listed above belong to military spouse or military family “Web rings,” a kind of continuous hyperlink system that connects many sites sharing a similar audience or subject. If your command Web site has a page or section that focuses on ombudsmen, family support or similar issues, you might consider joining that section to a military family Web ring. The Military Families Webring ([www.geocities.com/Heartland/2787/myring.html](http://www.geocities.com/Heartland/2787/myring.html)) is a good

*Internet, continued on page 11*

## Tips for marketing electronic releases

Set up groups of addresses on your e-mail application by news topic (i.e., families, veterans, etc.). You will be able to distribute releases to appropriate audiences with one step.

Promote your own Web site. Include a link to your site with every electronic release.

Alert traditional news organizations that you post releases on your Web site. Especially during crisis communication, some journalists might prefer to download directly than wait for a fax.

Look on the Web for sites that share a specific interest with your command. You might find a new market for your releases based on specialized content (i.e., aviation, medicine, etc.).

Consider developing your own direct e-mail list by inviting command Web site visitors to sign up to receive the latest news about your organization. Your webmaster should be able to help you do this. (Remember to review Web site policies before collecting any information on site visitors).

Marketing stories about individual Sailors? In addition to using the Fleet Home Town News program, find out if there is a hometown Web site, such as a local newspaper or community affairs page, that might be interested in your release.

If you have the ability to digitize photos, include them with your e-mail.

Is a celebrity visiting your command? Consider marketing a story to fan clubs or the celebrity’s own site.

Does your release discuss Sailors working with technology? Consider marketing stories about applications of science or technology to sites that serve high school teachers or other educators. Many of these sites provide course content to educators, and your release may end up in a lesson plan as an example of a career in the field of study.

Track your results. Check to see what sites post your release, and ask the webmaster if visitor stats are available for the page.

starting point for familiarizing yourself with how rings work. With more than 450 active homepages linked to each other, it is the largest ring dedicated to military families on the Web. (Of course, you should review appropriate guidelines concerning Web site administration and external links before joining your official site to any ring).

In addition to these virtual communities, several conventional family and veteran's organizations maintain Web sites that might serve as an outlet for your information. The National Military Family Association ([www.nmfa.org](http://www.nmfa.org)), the Military Coalition ([www.themilitarycoalition.org](http://www.themilitarycoalition.org)), the Fleet Reserve Association ([www.fra.org](http://www.fra.org)) and Veteran's News and Information Service ([www.vnis.com](http://www.vnis.com)), are just a few prominent examples. The releases you provide to these groups electronically for posting on their Web site may also find their way into the groups' more traditional media products, like newsletters or magazines.

Marketing via e-mail to unofficial, military-interest Web sites is a simple, time-efficient way to broaden the reach of your command's releases and get accurate, timely, official news to a growing audience.

*Brown is assigned to CNO public affairs.*

**Some E-mail addresses for electronic marketing**

**Webmaster@spousenet.com**  
Military Spousenet

**MspouseSN@aol.com**  
Military Spouse Support Network

**Engelen@illuminet.net**  
National Military Family Association

**News-fra@fra.org**  
Fleet Reserve Association

**Comments@vnis.com**  
Veterans News and Info Service



## Back to Basics with Toastmasters

by LT Rick Haupt

Ever get wobbly knees, sweaty palms or a racing pulse before giving an important speech or presentation? Ever forget that important point that was crucial to your overall message? You're not alone.

People of all ranks and professions can suffer from pre-speech jitters and other pitfalls of public speaking. Want to avoid this embarrassment in your career? Of course you do.

Unfortunately, in our widely varied duties in the profession of Navy public affairs, especially at the junior level, many of us have let our public speaking skills tarnish. And most of us have not even begun to develop them to our potential.

"As PAOs, we write a lot of speeches for our bosses," said then-LT John Wallach as he began a speech for a retiring chief journalist and shipmate in 1997, "but we rarely get a chance to give them."

Sound like you?

Enter Toastmasters International, an organization that helps individuals improve their communication and leadership skills. The more than 170,000 Toastmasters worldwide are diverse people — doctors, auto mechanics, executives, teachers, homemakers, artists, technicians, college students, military professionals, civil servants, attorneys, engineers, salespersons and many others.

Toastmasters provide the tools that enable participants to become effective communicators and leaders. Toastmasters training helps people give better sales presentations, hone their management skills, work better with fellow employees, effectively develop and present ideas, offer constructive criticism and accept criticism more objectively.

At a Toastmasters chapter meeting, members learn by speaking in a supportive environment. A typical chapter is made up of 20 to 30 people who meet once a week. Each meeting gives members the opportunity to conduct impromptu speeches, present prepared speeches and exchange constructive evaluations on speech organization, voice, language, gestures and persuasion.

Each Toastmasters chapter provides a unique group of individuals to interact with for a rewarding experience. For PAOs and journalists, it should be an environment in which we not only practice our public speaking skills, but also comfortably take a leadership role as professional communicators.

Toastmasters chapters are located in nearly every major city in the United States. If there is not one near you, consider starting your own chapter.

For more information, visit <http://www.toastmasters.org/>, or contact me at [rwaupt@reg9.med.navy.mil](mailto:rwaupt@reg9.med.navy.mil).

*Haupt is the public affairs officer for TRICARE Southern California, Region.*



# Sensitivity required for transfer of Navy's Panama Canal base

by LT Pam Warnken

When entering into a public information campaign for a foreign base closure, such as that of Naval Station Panama Canal (Rodman), PAOs may want to brace themselves for challenges. When bases are on their way out, resources are scarce, contingencies are unpredictable, and in the case of a Reserve PA team, the time available to make a media impact is limited - usually to a couple of weeks.

Here are a few outtakes from the three-member team of Reserve 1655s sent to Panama for the March 11 return of Naval Station Rodman to Panama. Rodman, a 56-year-old Navy port with fueling and personnel support facilities, became the first of five bases that must revert to Panama by noon Dec. 31, 1999, under stipulations in the 1979 Panama Canal Treaty.

## Lesson's learned:



**Naval Station Rodman Commanding Officer Capt. Robert W. Bennett and American ambassador to Panama, Simon Ferro, pass the symbolic key to Panama President, Ernesto Perez Balladares. U.S. Army photo by Marshall Esquina**

command requesting assistance. Both were highly useful in supplying timely media products to U.S. media outlets. Also, have a good list of phone numbers and email addresses of stateside partners: Navy Wire Service, "Navy-Marine Corps News," AFRTS, COB update and even Navy Times.

PAOs sent into a country with a specified mission need line as well as staff support. One can waste valuable time getting local Navy commanders on board. Make sure that the operational leadership is supportive well in advance about the PA mission. Otherwise you can get pulled into non-PA tasks.

Reserve support is an excellent staffing solution. There is a beginning and an end to the mission, but it takes a great deal of energy and long hours. Send in a highly competent team to do the job. Try staggering their arrival, to get good coordination prior to the event, and to get good follow-up afterward.

Have a journalist and yeoman on the PA team. In Panama, the workload was too much for three officers with no typing, journalistic or admin help. Having to personally handle these duties can diminish the officers' opportunities to pitch the story and maximize its true potential.

Find help from sister services if in need. Rodman, being a land-based command, had good neighbors nearby. U.S. Army South provided invaluable talent and assets. All we did was ask.

A little community relations work at the right level makes a big impact. We met several important local officials and personalities during an impromptu visit to the Panama Yacht Club. All were very interested in understanding more about the Rodman transfer.

And lastly, do a little market research by seeking counsel from local PA professionals when going into a foreign country. For example, in the United States, PAOs often stage a press conference after an event, e.g., a ship commissioning. In Rodman's case, the PAO team met with the U.S. Embassy and U.S. Army South PAO. All advised against a press conference, saying there are too many other sticky Panama issues that could surface and overshadow the Rodman ceremony.

Digital photography is a must. Several U.S. newspapers requested digital images immediately following the ceremony; but we had to wait for images to be processed the old-fashioned way.

Have television B-roll ready. On a quick survey trip to Rodman, team leader CAPT Walter Buchanan supervised the making of a B-roll tape while the base was still active. This reinforced message points - such as environmental stewardship and the valuable \$140 million in infrastructure being returned to Panama. Two Latin American television stations requested the B-roll and advertised the event in advance. PAOs at nearby Howard Air Force Base watched this success and are planning to film their base soon, while aircraft are still using the airfield.

During the evolution, the team distributed a log via e-mail of each day's PA activities to keep the chain informed. This way, Navy leaders knew what was happening at all times.

Be sure to plan for extra translation capacity the day before the event. When it gets down to the wire, speeches and press kits will require revision and more information must be researched.

Obtain the telephone calling card and FEDEX account number of the com-

*Warnken, who was on temporary assignment to Panama, is a public affairs specialist at the U.S. Naval Academy.*

# Y2K communications teamwork at its best

by CDR Bruce Cole

The Y2K computer situation looms on the horizon as large as any mountain range. Some prognosticators claim we are all like the Donner Party, headed to one form of disaster or another. Others dismiss the event with rolling eyes

and a wave of the hand. Clearly, the matter lies somewhere in between, and the Navy's command, control, communications, computer and intelligence (C4I) gurus are hot on the trail.

This Y2K effort is of great interest to the Pentagon, our people, Congress, the public ... and those around the world who celebrate whenever we fail. As public affairs specialists, we are instrumental in communicating to those parties — some more than others — what we're doing about Y2K.

Early this year, Navy C4I experts started solidifying Y2K plans to test system "fixes" which would shield Pacific Fleet (PACFLT) ships from the problem. Discussion among Naval Air Force, Pacific (AIRPAC), Naval Surface Force Pacific (SURFPAC), 3rd Fleet and Space and Naval Warfare Systems Command (SPAWAR) PAOs led to interaction with PACFLT to develop a strategy for communicating fleet Y2K efforts. This teamwork approach would characterize the entire effort, which has been, to date, the most comprehensive and successful military Y2K campaign effort known.

In short, the Y2K testing plan consisted of installing shipboard system fixes developed by the systems commands, testing those fixes during fast cruises in homeport, and then testing them in a battle group environment at sea.

In close consultation with C4I experts in the Pacific, the Y2K PA team decided to initiate coverage by marketing the fast cruises on a surface ship in each major homeport region affected — Hawaii, Puget Sound and San Diego. A carrier embark at the end of the battle group testing would conclude the shipboard Y2K focus. The goal was to inform the regional external and internal audiences of our efforts. The level of press interest in the fast cruises was unknown. Thus, the carrier embark was expected to be the marquee event that would create interest from some national press. As it turned out, there was significant interest in all three fast cruises, including CNN, FOX and *Los Angeles Times* coverage for USS *Kinkaid's* (DD 965) fast cruise in San Diego.

The key to executing the effort was the incredible teamwork among PA offices. While the execution was led by PACFLT Public Affairs, other offices were charged with marketing media opportunities to local and regional press and with preparing follow up articles for use in internal publications. Navy Region Hawaii/Surface Group Middle Pacific PAO marketed the Hawaii fast cruise on USS *Chosin* (CG 65), Navy Region Northwest/Surface Group Pacific Northwest marketed the Everett, Wash., fast cruise on USS *Ingraham* (FFG 61), and the San Diego event on *Kinkaid* was marketed by SURFPAC. Similarly, AIRPAC worked much of the press interest for USS *Constellation's* (CV 64) embark.

The role played by these PAOs made sense, because they were closer to their local press than the fleet command PA office. It also created multiple owners for the entire process, thus formulating an all-encompassing team. Even the Navy Office of Information West, Naval Station Everett and the systems commands had a role in planning, execution and/or feedback.

Trying to execute a sophisticated public affairs plan in a vacuum is not only difficult, it leads to much smaller accomplishments than those that can be achieved by coordinating among PA offices. Had SURFPAC, AIRPAC and 3rd Fleet each tried to do their own thing during the fast cruises and battle group evaluation, it's very unlikely we would have received highly positive CNN pieces on three separate dates, plenty of great local print, TV and radio coverage and a

mention by Paul Harvey on his nationally-syndicated radio news spot. Even the trade press and internet news services covered or carried news of the Navy's Y2K efforts.

What is probably most rewarding about the campaign was the level of superb involvement on the part of junior PAOs and journalists in the effort. Although the senior PAOs at the major commands were very much involved in the planning and some of the execution, the critical players in the campaign were O-3s and JO2s and JO3s. That is a testimony to the caliber of many of our younger PA professionals. Whether it was marketing opportunities to the press, writing articles about the testing, or maintaining the PACFLT Y2K website <http://www.cpf.navy.mil/y2k/y2kindex.htm>, they were the real strength behind achieving success.



# THOMAS JEFFERSON AWARDS

The American Forces Information Service (AFIS) recently announced the winners of the 1998 Thomas Jefferson Awards Program competition for military print and broadcast products.

Congratulations to all the Team PAO winners:

## Print categories:

— **Category A** (Military-Funded Newspapers, Large). First Place: ***Naval Reservist News***, Naval Reserve Force, New Orleans.

— **Category C** (Military-Funded Newspaper, Newsletter). Second Place: ***Air Scoop***, Naval Air Engineering Station, Lakehurst, N.J.

— **Category D** (Civilian Enterprise Newspapers (Metro)). First Place: ***The Flagship***, Naval Base Norfolk.

— **Category E** (Civilian Enterprise Newspapers (Tabloid)). Second Place: ***Jet Observer***, Naval Air Station Oceana, Virginia Beach, Va.

— **Category J** (Sports Article). First Place: **Martha Thorn**, U.S. Naval Academy, Annapolis, Md. “Spin-Outs Don’t Discourage Naval Academy Cyclist.”

— **Category N** (Illustrative Art). First Place: **Larry Parkhurst**, Puget Sound Naval Shipyard, Bremerton, Wash. “Honoring Our Veterans.”

— **Category Q** (Outstanding Flagship Publication). First Place: ***All Hands*** magazine, Naval Media Center, Washington, D.C.

— **Category S** (DOD Print Journalist of the Year). Second Place: **JO1 Scott A. Thornbloom**, Pacific Fleet Public Affairs, Pearl Harbor.

## Broadcast categories:

— **Category B** (Radio Spot Production). Second Place: “Christmas Day Promo.” Primary contributor: **JO3 Kirk Boxleitner**, significant contributor: **Marine SSgt J.E. White**, AFN Iwakuni, Japan.

— **Category C** (Radio News Story). Second Place: “Holiday Food Baskets.” Primary contributor: **JO2 Scott Boyle**, Naval Media Center Broadcast Detachment Sigonella, Italy.

— **Category D** (Radio Feature Story). Second Place: “Mascalucia Animal Shelter.” Primary contributor: **JO1(SW) Matthew A. Gowan**, Naval Media Center Broadcast Detachment Sigonella, Italy.

— **Category J** (Television News Story). First Place: “USS *Carney* Rescue.” Primary contributors: **PH1(AW/PJ) David Kosling** and **JO1 Michael Raney**, Navy/Marine Corps News, Washington, D.C.

— **Category K** (Television Feature Story). First Place: “Grandma Toasty Toes.” Primary contributors: **JO1(AW) Monica Hallman**, **PH2 Rick Poorman** and **PH1(AW/PJ) David Kosling**, Navy/Marine Corps News, Washington, D.C.

— **Category L** (Television Sports Story). Second Place: “1998 Armed Forces Softball Tournament.” Primary contributors: **PH3 Scott Prather** and **Marine Cpl David J. Annarino**, Navy/Marine Corps News, Washington, D.C.

— **Category O** (Command Information Campaign). Second Place: “Shipshape Spots.” Primary contributor: **Navy/Marine Corps News**, Washington, D.C.

— **Category P** (DOD Broadcast Journalist of the Year) Second Place: **Marine Cpl David J. Annarino**, Navy/Marine Corps News, Washington, D.C.

# MILITARY PHOTOGRAPHER AWARDS

## Still Photography

Military Photographer of the Year (MPOY) - **JO1 Robert Benson, Naval Media Center, Washington, D.C.**

American Forces Information Service, Director's Special Award - 1st Place: **PH2 Michael Pendergrass, USS *Enterprise* (CVN 65), Norfolk, "Desert Fox Carrier Strike."**

Combat Camera - Honorable Mention: **JO1 Craig P. Strawser, FLTCOMCAMGRP-Pacific, San Diego, "Shadow Warriors", JO1 Robert Benson, Naval Media Center, Washington, D.C., "A Fine Navy Day."**

Feature - 1st Place: **PH2 Ted Banks, Navy Public Affairs Center, San Diego, "In Support of Old Glory."**

Honorable Mention: **JO1 Robert Benson, Naval Media Center, Washington, D.C., "Water Hell," and PH2 Jorge L. Mendez, USS *Harry S. Truman* (CVN 75), Norfolk, "First Launch."**

Illustrative - 2nd Place: **JO1 Robert Benson, Naval Media Center, Washington, D.C. "Seal Man."**

News - 2nd Place: **PH2 Michael W. Pendergrass, USS *Enterprise* (CVN 65), Norfolk, "Controlling the Skies."**

Honorable Mention: **PH1 Franklin P. Call, FLTIMAGCOM Pacific, San Diego, "Flyers."**

Picture Story - 2nd and 3rd Places: **JO1 Robert Benson, Naval Media Center, Washington, D.C., "Dying Girl Visits School" and "Cat Lady."**

Portrait/Personality - 3rd Place: **PH3 Sheila K. Vemmer, NAS Pensacola, Fla., "Samantha."**

Sports - 1st Place: **PH1(AW) M. Clayton Farrington, Pacific Stars And Stripes, "Sumo Shuffle."**  
2nd Place: **JO1 Robert Benson, Naval Media Center, Washington, D.C., "Numb After Loss."**

## Video

The 2nd place winner of the American Forces Information Service Director's Award: **PH1 Andrew McKaskle, FLTCOMCAM Atlantic, Norfolk, "Swiss Air Recovery."**

Controlled action - 1st place: **JO1 William P. Houlihan, DINFOS, Ft. Meade, Md., "AEJ."**

2nd Place: **PH1 Mark D. Austin, FLTCOMCAMGRP-Pacific, San Diego, "Joint Task Force-Full Accounting."**

3rd Place: **PH1 David C. Kosling, Naval Media Center, Washington, D.C., "Navy Brings Relief to Honduras."**

Editing - 1st Place: **PH1 Ronald V. Woxland, FLTCOMCAMGRP Pacific, San Diego, "Assault."**

2nd Place: **PH3 Joseph Hendricks, Naval Media Center, Washington, D.C., "All Hands Far East."**

You can view the winning photographs at: <http://dodimagery.afis.osd.mil/dvi/milphog/>

# CHINFO MERIT AWARDS

Congratulations to all commands and individuals for your outstanding efforts in telling the Navy story. Categories for which there were winners are listed below. *Note: HM stands for Honorable Mention.*

## Print Media Categories

**Cat A:** Military Funded Newspapers, Large, Shore Units  
1st *Naval Reservist News*, NAVRESFOR, New Orleans  
2nd *Skywriter*, NAF Atsugi, Japan  
3rd *The Gator*, NAB Little Creek, Norfolk

**Cat B1:** Military Funded Newspapers, Small, Deployed Units  
1st *Penny Press*, USS *Abraham Lincoln* (CVN 72)  
2nd *Five Star Bulletin*, USS *Dwight D. Eisenhower* (CVN 69)

**Cat B2:** Military Funded Newspapers, Small, Shore Units  
1st *Guantanamo Bay Gazette*, NAVBASE Guantanamo Bay, Cuba

**Cat B Overall Winner:** *Guantanamo Bay Gazette*

**Cat C:** Military Funded Newspaper (Newsletter)  
1st *Air Scoop*, NAVAIRENGSTA, Lakehurst, N.J.  
2nd *Spirit Of 76*, PCU *Higgins* (DDG 76)  
3rd *Rough Rider*, USS *Theodore Roosevelt* (CVN 71)  
HM *Merlion Star*, COMLOG WESTPAC, Singapore

**Cat D:** Civilian Enterprise Newspaper (Metro)  
1st *The Flagship*, NAVBASE Norfolk  
2nd *Everett Navy Dispatch*, NAVSTA Everett, Wash.  
3rd *The Golden Eagle*, NAS Lemoore, Calif.  
HM *Trident Tides*, SUBASE Bangor, Silverdale, Wash

**Cat E:** Civilian Enterprise Newspaper (Tabloid)  
1st *Jet Observer*, NAS Oceana, Virginia Beach, Va.  
2nd *Great Lakes Bulletin*, NTC Great Lakes, Ill.  
3rd *Jax Air News*, NAS Jacksonville, Fla.  
HM *The Dolphin*, SUBASE New London, Groton, Ct.

**Cat F:** Newspaper (Magazine Format)  
1st *Network*, FISC, San Diego  
2nd *The Chronicle*, STRATCOM Wing 1, Tinker AFB, Okla.  
3rd *News At Nine*, TRICARE Region 9, San Diego  
HM *Crossroads*, NAF Washington, D.C.

## Cat G: News Article

1st Glen Faison, NAS Lemoore, Calif.  
2nd PH3 Heather S. Gordon-Eghbali, NAVFORMARIANAS, Guam  
3rd JO1 John C. Musser, NAVFORKOREA, Seoul, Korea  
HM JO3 Eric Ritter, USS *Enterprise* (CVN 65)

## Cat H: Feature Article

1st PH2 Heather S. Gordon-Eghbali, NAVFORMARIANAS, Guam  
2nd JO2 Jeremy Allen, NMC, Washington, D.C.  
3rd Rae Mack, Naval Safety Center, Norfolk  
HM JO2 J.C. Kreidel, NAF Washington, D.C.

## Cat I: Commentary

1st Art Giberson, NAS Pensacola, Fla.  
2nd Richard Bartlett, NAVSTA Everett, Wash.  
3rd JO2 Murry Morris, NAVSTA Everett, Wash.  
HM Mike Elter, NAF Atsugi, Japan

## Cat J: Sports Article

1st Martha Thorn, USNA, Annapolis, Md.  
2nd JO3 Alexander S. Moss, NAVFORMARIANAS, Guam  
3rd JO1(SW/FMF) S.A. Thornbloom, CINCPACFLT, Pearl Harbor  
HM JO1 David Nagle, NAVBASE Pearl Harbor

## Cat K: Single Or Stand-Alone Photograph

1st JO1 Robert Benson, NMC, Washington, D.C.  
2nd Ronald Fontaine, NAVSTA Newport, R.I.  
3rd PH2 Aaron Ansarov, PACEN, San Diego  
HM Art Giberson, NAS Pensacola, Fla.

## Cat L: Picture Story

1st JO3 Phillip Hall, SUBASE New London, Groton, Ct.  
2nd JO3 Chris Gaines, NAF, Andrews AFB, Md.  
3rd PHAN Sheila K Vemmer, NAS Pensacola, Fla.  
HM Scott D Hallford, NAS Pensacola, Fla.

## Cat M: Photojournalism

1st JO1 Robert Benson, NMC, Washington, D.C.  
2nd Scott D Hallford, NAS Pensacola, Fla.  
3rd JO2 Greg Cleghorne, COMNAVBASE Pearl Harbor

## Cat N: Illustrative Art

1st Larry Parkhurst, Puget Sound Naval Shipyard, Bremerton, Wash.  
2nd Morgan Wilbur, Naval Historical Center, Washington, D.C.  
3rd John Williams, Naval Safety Center, Norfolk  
HM Laurinda Minke, Naval Safety Center, Norfolk

CHINFO, continued on page 17

## **CHINFO, continued from page 16**

**HM Ted Wilbur, Naval Historical Center, Washington, D.C.**

**Cat O: Special Achievement In Print Media**

1st **1998 Blue Angels Yearbook, Navy Flight Demonstration Squadron, Pensacola, Fla.**

2nd **Naval Reservist News 1998 Almanac, NAVRESFOR, New Orleans**

3rd **Reflections Of World War II (16-Part Series), NAS Pensacola, Fla.**

**HM Commissioning Program, USS Harry S Truman (CVN 75)**

**Cat R: Contribution By A Newspaper Contractor-Stringer**

1st **Tammy Ragonese, NAS, Lemoore, Calif.**

2nd **Lamar Raker, COMNAVBASE, Norfolk**

**Cat S: Print Journalist Of The Year**

**JO1(SW/FMF) S.A. Thornbloom, CINCPACFLT, Pearl Harbor**

**Cat T1: Familygrams, Small Commands**

1st **Patriot, USS Mobile Bay (CG 53)**

2nd **Diamondback News, VF-102**

3rd **The Talon, USS Tarawa (LHA 1)**

**HM Greenville Sun, USS Greenville (SSN 772)**

**Cat T2: Familygrams, Large Commands**

1st **Focus On Four, NMCB 4**

2nd **The Cherry Tree, USS George Washington (CVN 73)**

3rd **The Big E Magazine, USS Enterprise (CVN 65)**

**Cat U1: Cruisebooks, Small Commands**

**No Entries**

**Cat U2: Cruisebooks, Large Commands**

1st **USS Wasp (LHD 1)**

2nd **USS Nimitz (CVN 68)**

3rd **USS Blue Ridge (LCC 19)**

**HM USS Essex (LHD 2)**

**Cat V1: Publications For A Specific Audience (Newspaper)**

1st **Sealift, MSC Washington, D.C.**

2nd **Encompass, Navy Region Southeast, Jacksonville, Fla.**

3rd **Outlook, Space and Naval Warfare Systems Center, San Diego**

**Cat V2: Publications For A Specific Audience (Magazine)**

1st **Naval Aviation News, Naval Historical Center, Washington, D.C.**

2nd **Approach, Naval Safety Center, Norfolk**

3rd **Surface Warfare Magazine, Arlington, Va.**

**HM Navy Recruiter Magazine, Arlington, Va.**

**HM Environmental News, NAVFACENGCOM (Northern Div.), Lester, Pa.**

### **Broadcast Media**

**Cat A: Radio Entertainment Program**

1st **Pablos Holiday Show/JO2 Paul Johnson, NMC Broadcast Det. Sigonella, Sicily**

**HM The Daybreaker/JO2 Maria Christina Mercado, NMC Broadcast Det. Guantanamo Bay, Cuba**

**Cat B: Radio Spot Production**

1st **JO2 Paul Johnson, NMC Broadcast Det. Sigonella, Sicily**

2nd **JO3 Jim Schofield, NMC Broadcast Det. Sasebo, Japan**

**Cat C: Radio News Story**

1st **JO2 Scott Boyle, NMC Broadcast Det. Sigonella, Sicily**

2nd **JO1(SW) Matthew A. Gowan, NMC Broadcast Det. Sigonella, Sicily**

**Cat D: Radio Feature Story**

1st **JO1(SW) Matthew A. Gowan, NMC Broadcast Det. Sigonella, Sicily**

2nd **JOSN J. Ellen Maurer, NMC Broadcast Det. Misawa, Japan**

**Cat F: Local Radio Newscast**

**HM Sigonella Community Update, NMC Broadcast Det. Sigonella, Sicily**

**Cat H: TV Information Program**

1st **Zine NWF Wrestlers/JO3 Jon Burkett, NMC Broadcast Det. La Maddalena, Italy**

2nd **NAVEUR Magazine, FLTAIRMED Naples, Italy**

3rd **Cyber Safety/PH1 Ken Ochsenreither/PH2 David Nieves, NR Imagu 0186, NAR Norfolk**

**HM Inside Out, NMC Broadcast Det., Sasebo, Japan**

**Cat I: TV Spot Production**

1st **PH3 Joseph Hendricks/PHC(DV) William Krumpelman, NMC Washington, D.C.**

2nd **JO3 Stacie Rose, NMC Broadcast Det. Sasebo, Japan**

3rd **JO3 Jon Burkett, NMC Broadcast Det. La Maddalena, Italy**

**HM JO3 Luke Johnson, NMC Broadcast Det. La Maddalena, Italy**

**Cat J: TV News Story**

1st **PH1(AW/PJ) David Kosling/JO1 Michael Raney, NMC Washington, D.C.**

2nd **JO2 Ozzie F. D'happart, NMC Broadcast Det. Misawa, Japan**

3rd **PH2 John Snedden/JO2 Kristina Brockman, NMC Washington, D.C.**

**HM JOSN Jim Williams, NMC Broadcast Det. Vincenzo, Italy**

**HM JO1 Jerry Sekerak, NMC Broadcast Det. Sigonella, Sicily**

**Cat K: TV Feature Story**

1st **JO1(AW) Monica Hallman/PH2 Rick Poorman, NMC Washington, D.C.**

**HM JO3 Navissa Kaiser, NMC Broadcast Det. Naples, Italy**

**HM JO2 Kristina Brockman/PH1(AW/PJ) David Kosling, NMC Washington, D.C.**

**HM PH2 John Snedden/Cpl. David Annarino/JOC Tom Kreidel, NMC Washington, D.C.**

**Cat L: TV Sports Story**

1st **JO2 Miranda V. Williams/PH2(AW) Chris A. Perkins,**

**CHINFO, continued on page 18**

### ***Fleet, continued from page 3***

operates only in the KU Band. There is currently no KU Band satellite television service over the ocean regions, and accordingly this antenna would not receive programming in the Indian, Pacific and Atlantic Ocean regions. These regions are specifically serviced by TV-DTS, using the C Band.

The Boeing antenna would operate effectively within several hundred miles of the east and west coasts of CONUS, and it is likely that it could pick up European feeds in the Mediterranean Sea. However, global coverage, which was a requirement of the TV-DTS program, cannot be attained with this system.

The per-system cost is approximately \$500K, as compared to TV-DTS antennas at approximately \$35K. Installation of the Boeing antenna onboard ships would be somewhat easier than the TV-DTS antenna, but this would not outweigh the difference in per-system costs.

TV-DTS provides global coverage for command information and entertainment programming specifically tailored to Sailors onboard ships at sea. The TV-DTS program is accomplishing its stated mission using the best technology currently available.

#### ***Are we were going to continue the internships with public relation firms?***

Yes, the plan is to continue the program. This is an out-

standing opportunity and unfortunately, the program must be limited to one officer per year. I recently met with a senior representative of Hill and Knowlton, and he pledged his continued support of the program.

#### ***What is the outlook for the JO community? Are we going to get manning back up?***

The number of JO's allowed in the Navy is 703. Currently we have 620 journalists on board. The billets are filled in the following priority: forward-deployed ships, CONUS home-based ships, overseas Type 3 (counts for sea duty), overseas shore, neutral billets (neither sea or shore duty) and stateside shore duty. We are committed to keeping all the shipboard billets filled at 100 percent. We are all well aware of the number of unfilled JO billets. JOCM Lewis and the JO detailer are working to fill them the best they can.

#### ***Can PA Communicator and "Chartroom" team up to put together a lessons learned database that a PAO can go to on a specific subject and pick up pointers from other PAOs? This could be updated every time someone puts out a new lessons learned.***

This is an excellent idea. We will explore this idea further to see how feasible it may be to implement.

### ***CHINFO, continued from page 17***

**NMC FSD Pearl Harbor**

**2nd PH3 Scott Prather, NMC Washington, D.C.**

**3rd JO3 Luke Johnson, NMC Broadcast Det. La Maddalena, Italy**

**HM JOSN Traci Feibel, NMC Broadcast Det., Sasebo, Japan**

**Cat M: Local TV Newscast**

**HM Sicily Evening News, NMC Broadcast Det., La Maddalena, Italy**

**Cat N: Regional TV Newscast**

**HM Direct To Sailor, ENS Kathryn Loftin/JOCS(SW) James Baron/JO1 Jody Popich, NMC Washington, D.C.**

**Cat O: Command Information Campaign**

**1st Shipshape Spots, NMC Washington, D.C.**

**Cat P: Broadcast Journalist Of The Year**

**JO2 Timothy R. Paynter, NMC Broadcast Det., Sasebo, Japan**

**HM JO2 Kristina Brockman, NMC Washington, D.C.**

**HM JO2 Miranda V. Williams, NMC FSD Pearl Harbor**

### ***In the News***



**Just before a launch from the flight deck of the USS Theodore Roosevelt (CVN 71) an Aviation Ordnanceman prepares to "pull the pin" on an AIM-9 "Sidewinder" missile.**

**Photo by PH2 Jonathan Byrd.**

# MOVES

May

CDR Jacquie Yost from NAVINFO Midwest to CINCLANTFLT  
LCDR Mike Brown from USNA to CINCLANTFLT via DINFOS  
LCDR(sel) Joe Navratil from USS GEORGE WASHINGTON to CINCLANTFLT  
LT Brenda Malone from C5F to USACOM  
LTJG Herb Josey from CINCLANTFLT to USS GEORGE WASHINGTON

June

CAPT Ron Morse from NAVINFO West to STRATCOM  
CDR Curry Graham from NAVPERSCOM to C6F  
CDR Steve Lowry from CLF to CNRC  
CDR Joe Quimby from C6F to DINFOS  
CDR Frank Thorp from CHINFO to OLA  
LCDR Chris Dour from NAVWARCOL (DUINS) to NAVWARCOL  
LCDR Denny Moynihan from NAVINFO SW to SURFLANT  
LCDR Bob Ross from COMSUBGRU 2 to COMNORTHEAST Region  
LCDR Jack Todd from MEDIACEN to NAVINFO SW  
LT Mitch McCaffrey from NPS Monterrey to CHINFO via DINFOS  
LT Scott Miller from NAVINFO East to COMSUBGRU 2  
LTJG Kevin Stephens from USACOM to COMSUBGRU 9

July

CAPT Pritch Pritchard from STRATCOM to CINCEUR  
CDR Jeff Gradeck from OLA to C5F  
CDR John Singley from SURFLANT to C7F  
LCDR Beci Brenton from COMSUBGRU 9 to SUBLANT  
LCDR John Kirby from MEDIACEN to NAVWARCOL (DUINS)  
LCDR Hal Pittman from AU (DUINS) to MEDIACEN  
LT Thurraya Barnwell from CINCPAC to SACLANT via DINFOS  
LT Larry Carpenter from OPTEVFOR to CLF via DINFOS

August

CDR Gordon Hume from C5F to NAVPERSCOM (Detailer)  
CDR Greg Smith from C7F to CHINFO (OI-2)

Check us out on-line! The PA Communicator is available on-line at the Naval Media Center's website along with other internal media products such as ALL HANDS, Navy/Marine Corps News, Navy News Service, Navy Wire Service, and Captain's Call Kit. The web address is <[www.mediacen.navy.mil](http://www.mediacen.navy.mil)>.

Public Affairs Communicator relies on input from Navy Public Affairs Professionals like you. Submissions should be brief, to the point and designed to help readers work smarter, not harder.

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Email your items to Naval Media Center Publishing Division at <[johnstom@mediacen.navy.mil](mailto:johnstom@mediacen.navy.mil)> or call the Editor, Marie Johnston, at DSN 288-4171 or commercial (202) 433-4171.

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